



May 23, 2013

Transmission via email

Rick Scott  
Administrative Services  
Office of the City Clerk City Hall  
Room 224  
200 North Spring Street  
Los Angeles, California 90012

2013 MAY 28 PM12:22

RE: Historic Downtown Los Angeles Business Improvement District

First Quarter Report: FY 2013

**Sidewalk Operations and Beautification: Annual Budget: \$937,040; 64% of Management Plan.**

**Safety: Annual \$491,790**

**Quarterly Budget: \$112,020**

**Quarterly Actual: \$103,589**

**Actual 2013 YTD: \$103,589**

Safety services are provided by Universal Protection Services and supervised by the HDBID. All call routing is now being monitored by Telephone Secretary, a live dispatch operator, 24 hours per day. The safety patrol services hours are Sunday through Tuesday, from 6:00am to midnight, and Wednesday through Sunday, 6:00am to 3:00am to handle the additional nightlife from visitors and residential traffic in Downtown.

Safety professionals are routinely trained on bicycle, segway, driving operations, traffic and crowd control, narcotic dealings and substances, and CPR/First Aid. We receive regular reports of activities in the district after each shift and deployment schedules prior to each shift. In December, we purchased an F150 truck for confiscation of illegal carts and deployment during inclement weather. We continue to utilize that vehicle for both.

Safety patrol focuses on illegal vending, gambling, narcotics sales, graffiti and tagging, thefts, 41.18, 56.11, and other disturbances, and outreach to area citizens and businesses. Contact is made with homeless individuals and others requiring assistance as needed. This quarter saw a huge increase in transient activities: sleeping/blocking sidewalk, panhandling, and urinating and defecating in public. We continue to enforce illegal dumping by noticing merchants, and are working with our clean team partner, Chrysalis.

The HDBID staff met with the LAPD Command staff regarding district issues in hot spot areas in the District, along with area stakeholders, and also regularly attended Community Police Advisory Board Meetings. The HDBID security team attends LAPD Crime Control meetings and assists LAPD with task forces throughout the area, including pill sales at 5th and Broadway and illegal vending arrests and confiscation of goods. This quarter the director met with Ed Vidaurri of County Mental Health to discuss issues of mentally ill affecting the district.



We are also continuing to meet with LAPD to discuss a strategy for the reintroduction of surveillance cameras throughout our district, in partnership with other BIDs with cameras in their areas. They will begin installation within a few weeks.

ACTIVITY	1 <sup>st</sup> Quarter	2 <sup>nd</sup> Quarter	3 <sup>rd</sup> Quarter	4 <sup>th</sup> Quarter	Year
Blocking/Obstructing	539				
Drugs/Alcohol	174				
Trespassing	108				
Panhandling	127				
Disturbances	209				
Contacts	72				
Illegal Vendors	52				
Littering	42				
Property Crimes	28				
Urinating/Defecating	29				
Illegal Dumping	5				
Monitoring Activity	20				
Other	27				
Sick Person	20				
Physical Contact	24				
Indecent Exposure	4				
Vehicle	6				
Robbery	1				
Weapons	3				
Property Damage	12				
Sexual	5				
Major Crimes	1				
Vehicle Crimes	1				
SOURCE OF ACTIVITY					
Observation	837				
Call in/Flag Down	966				
Follow up					



Maintenance: Annual: \$445,250

Quarterly Budget: \$111,430

Quarterly Actual: \$120,623

Actual 2013 YTD: \$120,623

Maintenance services are contracted through Chrysalis, a neighborhood nonprofit organization that offers employment training and opportunities to the homeless and other economically disadvantaged individuals.

Maintenance sweeper crews operate between the hours of 6:00am and 9:00pm, 7 days per week. Crews service the area with the following: sidewalk sweeping, emptying trash receptacles, removing illegal stickers and decals from light poles, removing furniture, boxes, and other items illegally dumped in the district, reporting high-rise and remove low-rise graffiti from buildings and structures, painting out graffiti on public and private property, power washing chalking and "temporary paint" graffiti and animal or human waste and other messes from sidewalks. Chrysalis crews also take initiative repairing, painting and replanting planters, and repairing and/or moving and rebolting HDBID trash cans.

As a supplement to the sweeper crews, the HDBID provides a battery-operated, Tennant Model T-20 Sweeper-Scrubber, which is run 45 hours per week. As a supplement, a high-pressure sidewalk washing system is used 40+ hours per month with additional hours in the summer months. In the second quarter we also added 20 hours per week of MT-20 time to the schedule to supplement the heavier, dirtier summer months.

The HDBID board approved the removal of dead trees throughout the district and the gradual replacement with Sego Palms. Due to a high incidence of theft and vandalism, we are reevaluating another specimen for the planters. It was voted on that the Broadway planters, being too costly to maintain and more frequently the subject of abuse and theft would be offered to area property owners and businesses in an adoption program. So far, 16 of the 50 planters have been adopted by area businesses or owners.

During Art Walk Chrysalis supplies the district with additional cardboard trash receptacles to keep the district clean for up to 30,000 visitors to the area.

Services	1st Quarter	2nd Quarter	3rd Quarter	4th Quarter
Trash Bag Count	19,197			
Trash Weight (Lbs)	441,531			
Graffiti Tags	2208			
Bulk Item Pickup	1933			
Pressure Washing	135			



#### District Identity, Marketing : Annual Budget \$147,970 : 12% of Management Plan

**Annual:** \$147,970

**Quarterly Budget:** \$43,790

**Quarterly Actual:** \$35,795

**Actual 2012:** \$35,795

The first quarter was a continuation of support for Downtown Art Walk. Our full security team is deployed to manage the excess of pedestrians and attendees. Additional trash and sidewalk impact is accounted for and services provided by Chrysalis. The HDBID absorbs the costs for this service and is no longer reimbursed by Art Walk.

We also continued additional support for the weekend Farmers' Market, in additional personnel for cleaning, set up, power washing, provision of a restroom and for vendors, and security personnel to combat issues of aggressive mentally unstable individuals, and snatch and grabs of personal items from vendors. In continuation of our ongoing support of the Historic Downtown Farmers' Market, we have been researching additional ad campaigns with pole banners and partnerships with local businesses. We have established a relationship/sponsorship with Chipotle for some marketing and events. We continue to distribute flyers throughout downtown residential properties and businesses and do outreach to local restaurants that use local produce.

We continued with the newsletter, distributing it to an increasing email database on a monthly rather than bi-monthly basis. The new HDBID Facebook page membership was up significantly due to FB advertising. We hired a full time employee for outreach and development. This individual assists with website, social media, outreach to property owners and businesses, our renewal process, and the Merchants' Association. In working closely with the Historic Downtown Merchants' Association, we have hosted another meeting and continued outreach to local businesses.

HDBID has been working closely with Bringing Back Broadway initiative to promote the renaissance of Broadway and the surrounding area. This project includes bi-monthly meetings for the fabrication of a new sign ordinance, Streetcar board membership and monthly meetings regarding outreach and education. The director continues to actively serve as co-chair of the economic development committee. We are working closely with CD14 and the other BIDs in the area to market available retail space to new tenants and brokers, and to brand Broadway with a new marketing strategy. The committee conducted a retail survey to assess commercial inventory on Broadway. The new associate also attends monthly DLANC meetings as an alternate board member. The director is also involved with the Spring Street Park project and operations plan, and is supporting Complete Streets on their plans for parklets on Spring.

#### Administration: Annual Budget \$215,970 : 15% of Management Plan

**Annual:** \$ 215,970

**Quarterly Budget:** \$51,740

**Quarterly Actual:** \$44,348

**Actual 2013 YTD:** \$44,348



The staff consists of: a full time executive director, Blair Besten, an outreach and development associate, Ari Simonen, independent office consultant, Patti Berman, and an independent accountant, Karen Boyle.

HDBID hosted monthly board meetings and the following committee meetings in January, February, and March: Steering, Economic Development, Executive, and Finance.

The HDBID is beginning the renewal process and has hired Urban Place Consulting Group for this purpose. We revised the management plan and engineers report for final submittal to the clerk's office and will begin petition phase in April. The delays were created by the need to go back to survey general benefit due to the pending litigation involving the Arts District BID.

**Contingency, City Fees, Legal and Tax Expenses and Reserves: Budget: \$174,810: 13% of Management Plan**

Annual: \$ 174,810

Quarterly Budget: \$51,320

Quarterly Actual: \$51,999

Actual 2012: \$51,999

Kind regards,

Blair Besten

Historic Downtown Los Angeles Business Improvement District



For City Report

	2013 1st Qtr Actuals	2013 1st Qtr Budget
Security	103,589	112,020
Sidewalk Services	120,623	111,430
Clean & Safe	<u>224,212</u>	<u>223,450</u>
District ID & Marketing	35,795	43,790
Administration	44,348	51,740
Contingency/Fees	51,999	51,320
Total	358,353	370,300





August 22, 2013

Transmission via email

Rick Scott  
Administrative Services  
Office of the City Clerk City Hall  
Room 224  
200 North Spring Street  
Los Angeles, California 90012

RE: Historic Downtown Los Angeles Business Improvement District

Second Quarter Report: FY 2013

**Sidewalk Operations and Beautification: Annual Budget \$937,040: 64% of Management Plan.**

**Safety: Annual \$491,790**

**Quarterly Budget: \$112,450**

**Quarterly Actual: \$115,755**

**Actual 2013 YTD: \$219,344**

Safety services are provided by Universal Protection Services and supervised by the HDBID. All call routing is now being monitored by Telephone Secretary, a live dispatch operator, 24 hours per day. The safety patrol services hours are Sunday through Tuesday, from 6:00am to midnight, and Wednesday through Sunday, 6:00am to 3:00am to handle the additional nightlife from visitors and residential traffic in Downtown.

Safety professionals are routinely trained on bicycle, segway, driving operations, traffic and crowd control, narcotic dealings and substances, and CPR/First Aid. We receive regular reports of activities in the district after each shift and deployment schedules prior to each shift. In December, we purchased an F150 truck for confiscation of illegal carts and deployment during inclement weather. We continue to utilize that vehicle for both. We also purchased a number of new bicycles as many were worn out.

Safety patrol focuses on illegal vending, gambling, narcotics sales, graffiti and tagging, thefts, 41.18, 56.11, and other disturbances, and outreach to area citizens and businesses. Contact is made with homeless individuals and others requiring assistance as needed.

The safety team has implemented a foot beat on 5<sup>th</sup> street due to the continued pill sales, and loitering. The officers are directed to interact with individual that remains in the area for an extended period of time.

The safety team has seen a large increase in just about every type of activity throughout the district. This increase is seen in both negative activities such as trespassing, and 41.18d, as well as positive activities such as citizen contact. This demonstrates an overall increase in people and activity in the area.

Community outreach has become a staple in the safety teams routines, various crime prevention flyers are distributed throughout the district on a weekly basis.



The HDBID staff met with the LAPD Command staff regarding district issues in hot spot areas in the District, along with area stakeholders, and also regularly attended Community Police Advisory Board Meetings and Crime Control meetings. We are also continuing to meet with LAPD to discuss a strategy for the reintroduction of surveillance using cameras throughout our district. We are waiting for a map of specific camera location from LAPD.

ACTIVITY	1 <sup>st</sup> Quarter	2 <sup>nd</sup> Quarter	3 <sup>rd</sup> Quarter	4 <sup>th</sup> Quarter	Year
Sleeping/Blocking	539	1205			
Drugs/Alcohol	174	297			
Trespassing	108	217			
Panhandling	127	377			
Disturbances	209	350			
Contacts	72	190			
Illegal Vendors	53	104			
Loitering	42	67			
Property Crimes	28	24			
Urinating/Defecating	29	65			
Illegal Dumping	5	6			
Monitoring Activity	20	35			
Other	27	17			
Sick Person	20	41			
Physical Contact	24	33			
Indecent Exposure	4	27			
Vehicle	5	6			
Robbery	1	2			
Weapons	7	4			
Property Damage	12	7			
Sexual	5	1			
Major Crimes	1	1			
Vehicle Crimes	1	5			
SOURCE OF ACTIVITY					
Observation	837	1818			
Call In/Flag Down	966	1069			
Follow up	98	177			



**Maintenance: Annual: \$445,250**  
**Quarterly Budget: \$111,430**  
**Quarterly Actual: \$120,074**  
**Actual 2013 YTD: \$240,697**

Maintenance services are contracted through Chrysalis, a neighborhood nonprofit organization that offers employment training and opportunities to the homeless and other economically disadvantaged individuals.

Maintenance sweeper crews operate between the hours of 6:00am and 9:00pm, 7 days per week. Crews service the area with the following: sidewalk sweeping, emptying trash receptacles, removing illegal stickers and decals from light poles, removing furniture, boxes, and other items illegally dumped in the district, reporting high-rise and remove low-rise graffiti from buildings and structures, painting out graffiti on public and private property, power washing chalking and "temporary paint" graffiti and animal or human waste and other messes from sidewalks. Chrysalis crews also take initiative repairing, painting and replanting planters, and repairing and/or moving and rebolting HDBID trash cans.

As a supplement to the sweeper crews, the HDBID provides a battery-operated, Tennant Model T-20 Sweeper-Scrubber, which is run 45 hours per week. As a supplement, a high-pressure sidewalk washing system is used 40+ hours per month with additional hours in the summer months. We have reintroduced later hours of power washing to reach more areas in the district. The thought was higher visibility by day, but with such high volume of foot traffic this did not prove as efficient.

Sego Palms have not held up well to vandals. We have decided to move to agave, which seem heartier and we were able to get them for a lower cost. It was voted on some months past that the Broadway planters, being too costly to maintain and more frequently the subject of abuse and theft would be offered to area property owners and businesses in an adoption program. So far, 26 of the 50 planters have been adopted by area businesses or owners.

During Art Walk Chrysalis supplies the district with additional cardboard trash receptacles and personnel to keep the district clean for up to 30,000 visitors to the area. Since Art Walk has not reimbursed for additional personnel, we have split the difference between reducing personnel, and absorbing the cost of the additional services into our budget, which has added to the money spent in this category. We also did not receive as many grant hours as budgeted based on previous years, so this quarter reflects slightly over budget but should better resolve in the third Quarter.

Services	1st Quarter	2nd Quarter	3rd Quarter	4th Quarter
Trash Bag Count	19,197	18,182		
Trash Weight (Lbs)	441,531	418,186		
Graffiti Tags	2208	2699		
Bulk Item Pickup	1933	2343		
Pressure Washing	135	147		



#### District Identity, Marketing : Annual Budget \$147,970: 10% of Management Plan

Annual: \$147,970

Quarterly Budget: \$33,990

Quarterly Actual: \$41,536

Actual 2013: \$77,331

The second quarter was a continuation of support for Downtown Art Walk. We also continued additional support for the weekend Farmers' Market, in additional personnel for cleaning, set up, power washing, provision of a restroom and for vendors, and security personnel to combat issues of aggressive mentally unstable individuals, and snatch and grabs of personal items from vendors.

To target some milestones including renewal, winning Best BID, and a Chipotle sponsorship we elected to do some targeted Facebook marketing and press releases with the help of a new marketing company.

We continued with the newsletter, distributing it to an increasing email database on a monthly rather than bi-monthly basis. The new HDBID Facebook page membership was up significantly due to FB advertising and rebranding of the page as "Historic Core."

In working closely with the Historic Downtown Merchants' Association, we have hosted another meeting and continued outreach to local businesses, and we continue to co-host monthly events throughout the district. We are also targeting retail and doing a retail survey of the district, along with cross-promotional campaigns of "Creative Office of the Month" and "Artist of the Month."

HDBID has been working closely with Bringing Back Broadway initiative to promote the renaissance of Broadway and the surrounding area. This project includes bi-monthly meetings for the fabrication of a new sign ordinance, Streetcar board membership and monthly meetings regarding outreach and education. The director continues to actively serve as co-chair of the economic development committee. We are working closely with CD14 and the other BIDs in the area to market available retail space to new tenants and brokers, and to brand Broadway with a new marketing strategy. The committee conducted a retail survey to assess commercial inventory on Broadway. The new associate also attends monthly DLANC meetings as an alternate board member. The director is also involved with the Spring Street Park project and operations plan.

The HDBID also takes responsibility of the cleaning of two parklets on Spring Street and maintains insurance for these.



**Administration: Annual Budget \$215,970 : 15% of Management Plan**

**Annual: \$ 215,970**

**Quarterly Budget: \$51,250**

**Quarterly Actual: \$41,414**

**Actual 2013 YTD: \$85,762**

The staff consists of a full time executive director, Blair Besten, an outreach and development associate, Ari Simon an independent office consultant, Patti Berman, and an independent accountant, Karen Boyle.

HDBID hosted monthly board meetings and the following committee meetings in April, May, and June: Steering and Economic Development.

**Contingency, City Fees, Legal and Tax Expenses and Reserves: Budget: \$174,810: 11% of Management Plan**

**Annual: \$ 174,810**

**Quarterly Budget: \$24,660**

**Quarterly Actual: \$3,616**

**Actual 2013 YTD: \$55,616**

Kind regards,

Blair Besten

Historic Downtown Los Angeles Business Improvement District



**2013 2nd Qtr City Report Financial Data**

	<b>2013 2nd Qtr Actuals</b>	<b>2013 2nd Quarter Budget</b>	<b>2013 YTD Actuals</b>	<b>2013 YTD Budget</b>
<b>Security</b>	<b>115,755</b>	<b>112,450</b>	<b>219,344</b>	<b>491,790</b>
<b>Sidewalk Services</b>	<b>120,074</b>	<b>111,430</b>	<b>240,697</b>	<b>439,660</b>
<b>Clean &amp; Safe</b>	<b>235,830</b>	<b>218,820</b>	<b>460,041</b>	<b>931,450</b>
<b>District ID &amp; Marketing</b>	<b>41,536</b>	<b>33,930</b>	<b>77,331</b>	<b>147,970</b>
<b>Administration</b>	<b>41,414</b>	<b>51,250</b>	<b>85,762</b>	<b>215,970</b>
<b>Contingency/Fees</b>	<b>3,616</b>	<b>24,660</b>	<b>55,816</b>	<b>174,810</b>
<b>Total</b>	<b>322,396</b>	<b>328,680</b>	<b>678,750</b>	<b>1,470,200</b>





November 17, 2013

Transmission via email

Rick Scott  
Administrative Services  
Office of the City Clerk City Hall  
Room 224  
200 North Spring Street  
Los Angeles, California 90012

**RE: Historic Downtown Los Angeles Business Improvement District**

**Third Quarter Report: FY 2013**

**Sidewalk Operations and Beautification: Annual Budget \$937,040: 64% of Management Plan**

**Safety: Annual \$491,790**

**Quarterly Actual: \$113,896**

**Actual 2013 YTD: \$347,241**

Safety services are provided by Universal Protection Services and supervised by the HDBID. All call routing is now being monitored by Telephone Secretary, a live dispatch operator, 24 hours per day. The safety patrol services hours are Sunday through Tuesday, from 6:00am to midnight, and Wednesday through Sunday, 6:00am to 3:00am to handle the additional nightlife from visitors and residential traffic in Downtown.

Safety professionals are routinely trained on bicycle, segway, driving operations, traffic and crowd control, narcotic dealings and substances, and CPR/First Aid. We receive regular reports of activities in the district after each shift and deployment schedules prior to each shift. In December, we purchased an F150 truck for confiscation of illegal carts and deployment during inclement weather. We continue to utilize that vehicle for both. We also new radios (digital.)

Safety patrol focuses on illegal vending, gambling, narcotics sales, graffiti and tagging, thefts, 41.18, 56.11, and other disturbances, and outreach to area citizens and businesses. Contact is made with homeless individuals and others requiring assistance as needed.

The safety team has implemented a foot beat on 5<sup>th</sup> street due to the continued pill sales, and loitering. The officers are directed to interact with individual that remains in the area for an extended period of time.

The safety team has seen a large increase in just about every type of activity throughout the district. This increase is seen in both negative activities such as trespassing, and 41.18d, as well as positive activities such as citizen contact. This demonstrates an overall increase in people and activity in the area.



Community outreach has become a staple in the safety teams routines, various crime prevention flyers are distributed throughout the district on a weekly basis.

The HOBID staff met with the LAPD Command staff regarding district issues in hot spot areas in the District, along with area stakeholders, and also regularly attended Community Police Advisory Board Meetings and Crime Control meetings. We are also continuing to meet with LAPD to discuss a strategy for the reintroduction of surveillance using cameras throughout our district. We toured the camera room at LAPD. Out of 17 original cameras installed in the Historic Core, only 10 remain. Some appear to be offline and we are working with LAPD to identify and repair these cameras.

ACTIVITY	1 <sup>st</sup> Quarter	2 <sup>nd</sup> Quarter	3 <sup>rd</sup> Quarter	4 <sup>th</sup> Quarter	Year
Sleeping/Blocking	539	1205	1268		
Drugs/Alcohol	174	297	263		
Trespassing	108	217	179		
Panhandling	127	377	298		
Disturbances	209	350	301		
Contacts	72	190	190		
Illegal Vendors	52	104	55		
Loitering	42	67	109		
Property Crimes	28	24	19		
Urinating/Defecating	29	65	30		
Illegal Dumping	5	6	1		
Monitoring Activity	20	35	28		
Other	27	17	26		
Sick Person	20	41	46		
Physical Contact	24	33	40		
Indecent Exposure	4	27	17		
Vehicle	6	6	12		
Robbery	1	2	5		
Weapons	7	4	8		
Property Damage	12	7	15		
Sexual	5	3	3		
Major Crimes	1	1	0		
Vehicle Crimes	1	5	0		
SOURCE OF ACTIVITY					
Observation	837	1818	3380		
Call in/Flag Down	966	1069	908		
Follow up	98	177	230		



**Maintenance: Annual: \$445,250**

**Quarterly Actual: \$109,304**

**Actual 2013 YTD: \$361,909**

Maintenance services are contracted through Chrysalis, a neighborhood nonprofit organization that offers employment training and opportunities to the homeless and other economically disadvantaged individuals.

Maintenance sweeper crews operate between the hours of 6:00am and 9:00pm, 7 days per week. Crews service the area with the following: sidewalk sweeping, emptying trash receptacles, removing illegal stickers and decals from light poles, removing furniture, boxes, and other items illegally dumped in the district, reporting high-rise and remove low-rise graffiti from buildings and structures, painting out graffiti on public and private property, power washing chalking and "temporary paint" graffiti and animal or human waste and other messes from sidewalks. Chrysalis crews also take initiative repairing, painting and replanting planters, and repairing and/or moving and rebolting HDBID trash cans.

As a supplement to the sweeper crews, the HDBID provides a battery-operated, Tennant Model T-20 Sweeper-Scrubber, which is run 45 hours per week. As a supplement, a high-pressure sidewalk washing system is used 40+ hours per month with additional hours in the summer months. We have reintroduced later hours of power washing to reach more areas in the district. The thought was higher visibility by day, but with such high volume of foot traffic this did not prove as efficient.

Sego Palms have not held up well to vandals. We have decided to move to agave, which seem heartier and we were able to get them for a lower cost. It was voted on some months past that the Broadway planters, being too costly to maintain and more frequently the subject of abuse and theft would be offered to area property owners and businesses in an adoption program. So far, 42 of the 50 planters have been adopted by area businesses or owners.

During Art Walk Chrysalis supplies the district with additional cardboard trash receptacles and personnel to keep the district clean for up to 30,000 visitors to the area. Since Art Walk has not reimbursed for additional personnel, we have split the difference between reducing personnel, and absorbing the cost of the additional services into our budget, which has added to the money spent in this category.

Our District supervisor retired this quarter and we got a new project manager, Robert Winston. He has been extremely hands on in serving the area.



Services	1st Quarter	2nd Quarter	3rd Quarter	4th Quarter
Trash Bag Count	19,197	18,182	16,221	
Trash Weight (Lbs)	441,531	418,186	373,083	
Graffiti Tags	2208	2699	1,718	
Bulk Item Pickup	1933	2343	2,492	
Pressure Washing	135	147	141	

#### District Identity, Marketing : Annual Budget \$147,970: 10% of Management Plan

Annual: \$147,970

Quarterly Actual: \$29,792

Actual 2013: \$81,214

The third quarter was a continuation of support for Downtown Art Walk. We also continued additional support for the weekend Farmers' Market, in additional personnel for cleaning, set up, power washing, provision of a restroom and for vendors, and security personnel to combat issues of aggressive mentally unstable individuals, and snatch and grabs of personal items from vendors. We also coordinated with the operator to hire a local market manager for better outreach to the community.

We continued with the newsletter, distributing it to an increasing email database on a monthly rather than bi-monthly basis. The new HDBID Facebook page membership was up significantly due to FB advertising and rebranding of the page as "Historic Core."

In working closely with the Historic Downtown Merchants' Association, we have hosted another meeting and continued outreach to local businesses, and we continue to co-host monthly events throughout the district. We are also targeting retail and doing a retail survey of the district, along with cross-promotional campaigns of "Creative Office of the Month" and "Artist of the Month."

HDBID has been working closely with Bringing Back Broadway initiative to promote the renaissance of Broadway and the surrounding area. This project includes bi-monthly meetings for the fabrication of a new sign ordinance, Streetcar board membership and monthly meetings regarding outreach and education. The director continues to actively serve as co-chair of the economic development committee. We are working closely with CD14 and the other BIDs in the area to market available retail space to new tenants and brokers, and to brand Broadway with a new marketing strategy. The committee conducted a retail survey to assess commercial inventory on Broadway. The new associate also attends monthly DLANC meetings as an alternate board member. The director is also involved with the Spring Street Park project and operations plan.



The HDBID also takes responsibility of the cleaning of two parklets on Spring Street and maintains insurance for these.

**Administration: Annual Budget \$215,970 : 15% of Management Plan**

**Annual: \$245,970**

**Quarterly Actual: \$52,456**

**Actual 2013 YTD: \$164,464**

The staff consists of: a full time executive director, Blair Besten, an outreach and development associate, Ari RBZ was hired to handle monthly reports and financials and we have been transitioning to new programs for bill paying and financials.

HDBID hosted monthly board meetings and the following committee meetings in July, August, and September: Finance, Economic Development, and Operations.

**Contingency, City Fees, Legal and Tax Expenses and Reserves: Budget: \$174,810: 11% of Management Plan**

**Annual: \$ 114,710**

**Quarterly Actual: \$1,250**

**Actual 2013 YTD: \$2,915**

Kind regards,

*Blair Besten*

Blair Besten

Historic Downtown Los Angeles Business Improvement District



**Historic Downtown LA**  
**Annual Limits & Year-to-Date Totals**  
**Quarter Ending September 2013**

BUDGET LINE ITEM	ANNUAL BUDGET	REVENUE TO DATE	AMOUNT THIS QTR	AMOUNT YEAR-TO-DATE	PROJECTED SPENDING FOR	EXPLANATION OF VARIANCE
					REMAINDER OF THE YEAR	
Assessment Income	1,475,790	1,409,540	46,014	1,454,553	-	
City Fees	30,100	-	-	29,538	-	
Sidewalk Services	445,250	-	109,304	381,909	63,341	
Security Expenses	491,790	-	113,895	347,241	144,549	
District Identity & Marketing	147,970	-	28,792	81,214	66,758	
Administration	245,970	-	52,456	184,484	81,506	
Contingency & Delinquency Reserves	114,710	-	1,250	2,915	111,795	
<b>TOTAL EXPENSES</b>	<b>1,475,790</b>	<b>1,409,540</b>		<b>306,688</b>	<b>987,279</b>	<b>487,947</b>

Other Income (not included above)  
 Penalty & Interest Income - LA City  
 Interest Income - Money Market  
 Misc. Income  
 Total Other Income as of 9.30.13

531  
 700  
 7700  
 8931

